Attractive WALLPAPER PATTERNS

1928

MUTIMER & LINDSAY

PHARMACISTS

3 STORES
- 94 East Main St.
- 73 Bridge St.
- 174 Division St.

AMSTERDAM, N. Y.

Ild Cat 1928 Mutimer & Lindsay
ATHENAEUM OF PHILADELPHIA

P. Finer 9/95
$25-

...ifying the Home with WALL PAPER

...pronounced preference has been ... by home owners for Wall ... such display warmth of color... ...ing style and Happiness. Person... ...ty be indicated more clearly by ... selection of the walls than by any ... ...ndition to the furnishing of a ... A complete transformation will ... ...ed in the most limited surround... ...by the use of new wall papers ... ...ith energy and brightness.

...s a privilege to offer you in ... ...ge a selection of 45 papers ... ...decorative character, with a new ... ...suggestion for every room. ... ...designs represent but a few of ... ...numerous patterns we are showing ... ...in our extensive stock quite ... ...full line of wall paper made, it ...

Scale Showing Double Rolls Required for Rooms

Number of Feet Around Room	Double Rolls of Sidewall Paper Required: Height of Ceiling					Yards of Border	Double Rolls of Ceiling
	8 ft.	9 ft.	10 ft.	11 ft.	12 ft.		
20	3	3	4	5	6	11	1
22	3	3	4	5	6	12	1
24	3	3	4	5	6	13	1
26	3	4	5	6	7	14	1
28	3	4	5	6	7	15	1
30	3	4	5	6	8	16	1
32	3	4	5	7	8	17	1
34	3	4	6	7	9	18	1
36	3	4	6	7	9	19	1
38	3	5	6	8	10	20	1
40	3	5	6	8	10	21	1
42	3	5	7	8	10	22	1
44	3	5	7	9	11	23	1
46	3	5	7	9	11	24	1
48	3	5	7	9	12	25	1
50	3	6	8	10	12	26	1
52	3	6	8	10	13	27	1
54	3	6	8	11	13	28	1
56	3	6	9	11	14	29	1

Deduct 1 double roll if there is but 1 Door, Fire Opening or Window in the Room.

...range of colorings warranted to harmonize ...

...This quality of wall paper is unquestion... ...to secure from large manufacturers a preferred ... ...patterns available or to offer you exceptional values.

...If ordering by mail or phone be sure to order ... ...roll has been matched. Immediate delivery ...

PAPV04-B450
8/3/2004
TD Cat
1928
Mortimer ...

ATHENAEUM OF PHILADELPHIA

Beautifying the Home with WALL PAPER

A pronounced preference has been expressed by home owners for Wall Papers which display warmth of color, reflecting cheer and happiness. Personality may be indicated more clearly by the decoration of the walls than by any other medium in the furnishing of a home. A complete transformation will be effected in the most dismal surroundings by the use of new wall papers depicting life, energy and brightness.

It is our privilege to offer you in this little book a selection of 35 papers of a superior character, with a new decorative suggestion for every room. These designs represent but a few of the exclusive patterns we are showing for 1928. Our extensive stock embraces every type of wall paper made, in a range of colorings warranted to harmonize with any interior.

The quality of our wall papers is unquestioned. Our ability to secure from large manufacturers a preferred selection of choice patterns enables us to offer you exceptional values.

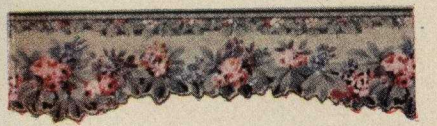
If ordering by mail or 'phone be sure to order sufficient, for a roll less may cause inconvenient delay.

Scale Showing Double Rolls Required for Rooms

Number of Feet Around Room	Double Rolls of Sidewall Paper Required					Yards of Border	Double Rolls of Ceiling
	Height of Ceiling						
	8 ft.	9 ft.	10 ft.	11 ft.	12 ft.		
32	4	5	5	6	6	12	1
36	5	5	6	6	7	13	2
40	5	6	6	7	7	14	2
44	6	6	7	7	8	15	2
48	6	7	8	8	9	17	3
52	6	7	8	9	9	18	3
54	7	8	8	9	10	19	4
58	7	8	9	10	10	20	4
60	7	8	9	10	11	21	4
64	8	9	10	11	11	23	5
68	8	9	10	11	12	24	5
72	9	10	11	12	13	25	6
80	10	11	13	13	14	28	7

Deduct 1 Double Roll of Sidewall for Every Four Openings in the Room.

Distinctive Papers Require Beautiful Borders



1. The Stuart.....5½ inch Cutout Border

2. The Glendale.....4 inch Band

3. The Osaka.....4½ inch Band

4. The Agate.....4¼ inch Cutout Border

5. The Alpert.....5 inch Cutout Border

6. The Ionia.....3 inch Band

7. The Faire.....4½ inch Cutout Border

8. The Granada.....4 inch Band

9. The Marguerite.....3½ inch Band

10. The Elaine.....4 inch Band

11. The Hawkins.....3 inch Band

12. The Bernice....2½ inch Cutout Border

13. The Kettler.....3¼ inch Band

14. The Byrne.....4 inch Band

15. The Marysis.....3 inch Band

Distinctive Papers Require Beautiful Borders

16. The Tuttle.....4 inch Band

17. The Winifred.....4 inch Band

18. The Donerly.....3½ inch Band

19. The Honeywell..4¼ inch Cutout Border

20. The La Rue.....3½ inch Band

21. The Allenwood.....4¾ inch Band

22. The Brocade.....4½ inch Band

23. The Marilyn.....3½ inch Band

24. The Tampa.....5 inch Paneling Border

25. The Brewster.....4 inch Band

26. The Santoy.....3½ inch Cutout Border

27. The Lorelei.....3½ inch Band

28. The Burnside.....4 inch Band

29. The Emery.....3½ inch Band

30. The Lindbergh.....3½ inch Band

No. 1 THE STUART

A small bedroom can be nicely refreshed by using this practical and inexpensive pattern. The brilliance of the flowers is slightly subdued by the pearl ground which lends a refined effect to the coloring.

A cut-out border to match is illustrated on Page 2.

No. 2 THE GLENDALE

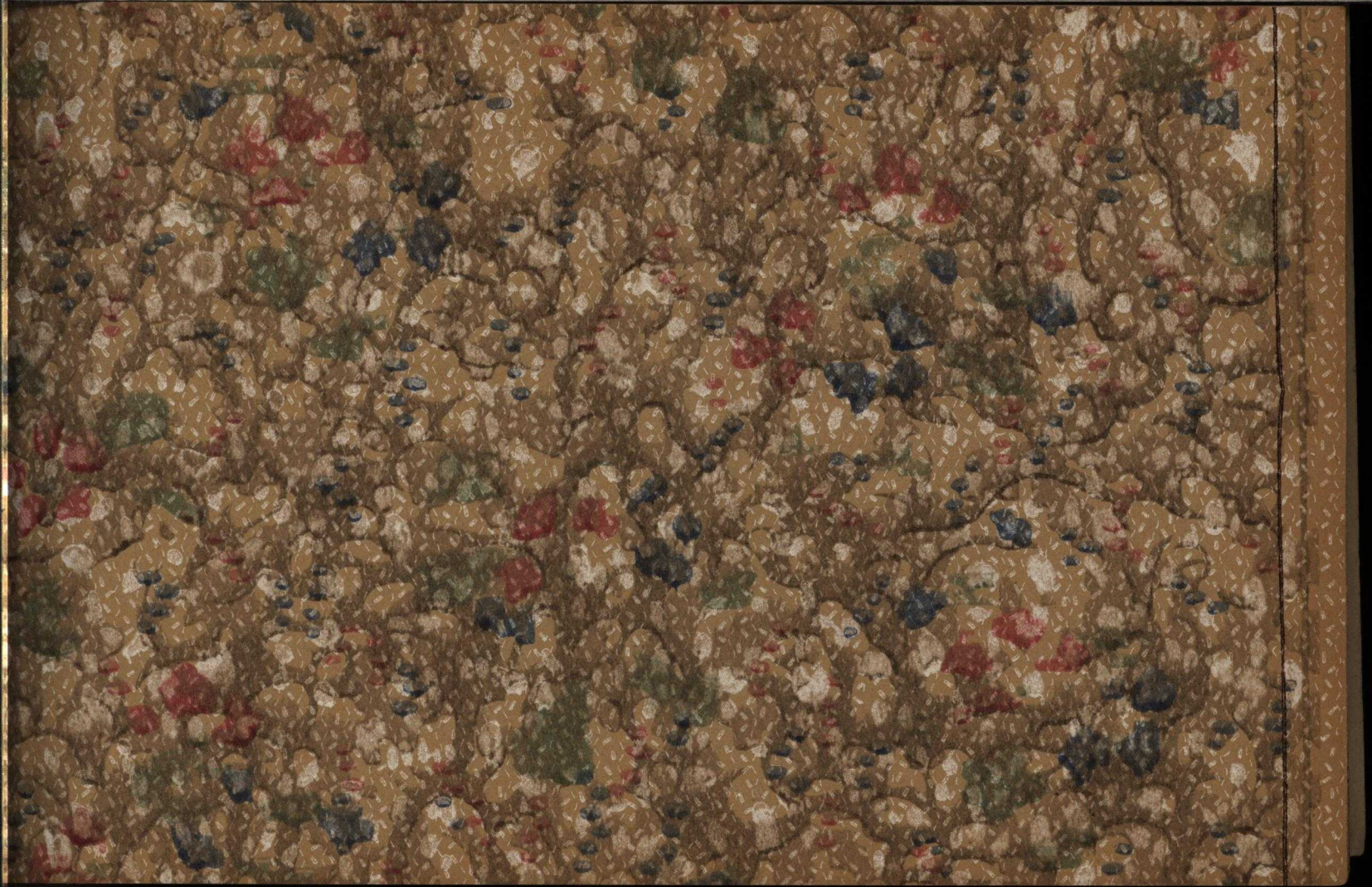
Tapestries make a most acceptable hall or living room decoration. The pleasant blending of blue, gray and pink in this handsome paper would permit using it for a bedroom where a well covered pattern is desired.

A reproduction of the band border made to match this pattern is shown on Page 2.

No. 3 THE OSAKA

Seldom is an opportunity provided to secure such an attractive Japanese tapestry in low-priced papers. An ideal dining room may be achieved with the OSAKA. The smart coloring, and the novelty pattern will bring a modest room up-to-date and give it individuality.

See Page 2 for illustration of the band border accompanying this paper.



No. 4 THE AGATE

Kitchens and rear halls always require cheering colors. You can readily fancy the clean, solid effect this easily hung paper would produce.

A novel cut-out border to match is reproduced on Page 2.

No. 5 THE ALPERT

The problem of selecting a dainty, attractive paper for your bedroom is easily solved here. The flowering vines in clear snappy colors, printed on a cream background of lace-like mica suggests a warm, comfortable atmosphere.

The cut-out border to match illustrated on Page 2 will delight you.

No. 6 THE IONIA

Foliage tapestries have been justly acclaimed a most popular wall decoration. Any room in the home may be papered with the IONIA and would bring no regrets. It will harmonize nicely with white, ivory or grey woodwork.

Don't overlook the practical band border to match, reproduced on Page 2.

No. 7 THE FAIRE

Can you imagine anything that better suggests buoyant spirits than this beautiful paper? The rambling flowers on an inconspicuous trellis create an ensemble which is unique. A guest room hung with this pattern would elicit the compliments of your friends.

An equally charming cut-out border is made to match and illustrated on Page 2.

No. 8 THE GRANADA

There is a colorful touch in this pleasing Spanish pattern for a hall or dining room. The granite background accentuates the effectiveness of the conventional design which is especially adaptable to this type of coloring. The touches of gold adds a degree of elegance.

An ideal band border matches, and is illustrated on Page 2.

No. 9 THE MARGUERITE

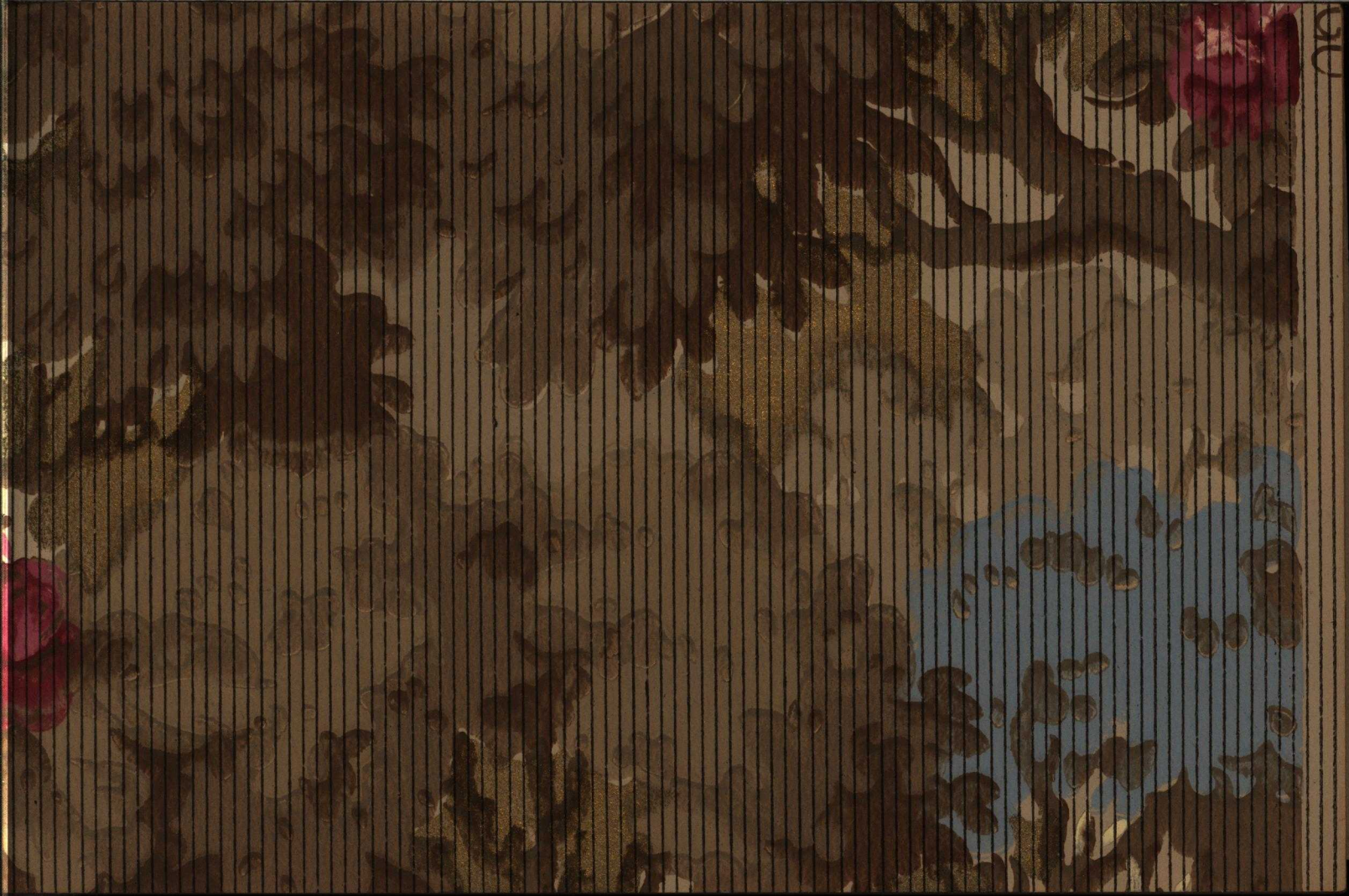
This is a splendid example of chintz boudoir paper. The semi-detached placing of the main theme of the pattern in energetic coloring on the French gray shadow background, suggests a Colonial interior. It also offers wide opportunity for the use of a variety of hangings to harmonize.

An exquisite band border to match is illustrated on Page 2.

No. 10 THE ELAINE

What an air of refined elegance can be created by this clean, graceful, sleeping room paper. The mild coloring of the flowers on a fresh white ground is highly suggestive of repose and rest. Overdrapes of rose hung with the ELAINE would make a most attractive room.

The match band border, reproduced on Page 2 enhances the effect.



No. 11 THE HAWKINS

A most hospitable hall or dining room may be effected with this practical tapestry in autumnal shades of brown. The setting sun is suggested by the gold breaking thru the trees, and the combination creates a welcome atmosphere that will be greatly admired.

The band border illustrated on Page 2, makes a most desirable finish.

No. 12 THE BERNICE

Many decorators are advocating for sleeping rooms the graceful freehand open patterns. The BERNICE is an admirable example of the type rapidly becoming popular. The irregular mica tracings on the white ground support the exquisitely colored vines and flowers in a manner most appealing.

The narrow cut-out border illustrated on Page 2 should never be omitted.

No. 13 THE KETTLER

A delightful appreciation of richness and refinement is evident in this superb bedroom pattern. The predominant blue tones of the leaves, interspersed with modest touches of yellow and pink in the flowers overlaid with a corduroy of mica, produce a realistic semblance of silk.

The splendid band border reproduced on Page 2, should always be used with the KETTLER.

No. 14 THE BYRNE

There is nothing commonplace about this unobtrusive paper for living room, hall or dining room. An atmosphere of gratifying comfort may be realized with the mellow coloring of this unusually pleasing pattern, on the warm ivory ground.

With the band border shown on Page 2, you will have a charming room.

No. 15 THE MARYSIS

The fragrance of Spring is implied in this bewitching sleeping room paper. The climbing vine laden with brilliant flowers, clinging tenaciously to the satin trellis in the background, can readily convey to your mind a feeling of contentment.

The beautiful band border to match is illustrated on Page 2.

No. 16 THE TUTTLE

The dominant note in Wall Papers of today is gold. A hall or dining room papered with the TUTTLE with its nicely distributed display of color, interspersed with rich gold will result in a very satisfactory interior.

A band border carrying the sidewall theme is reproduced on Page 3.

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No. 17 THE WINIFRED

Chamber papers are featured in a wide variety of types and colorings, but the exceptionally popular style is suggested by this modest, but graceful pattern. It never fails to effect a clean, refreshing wall. We lay particular stress upon the handsome strap border illustrated on Page 3.

No. 18 THE DONERLY

You can visualize what an attractive living room may be achieved with this practical brocade. It possesses the elements of warmth in its tones of tan and the pattern lends itself admirably to a small room which may be broken by many doors or windows.

A perfectly matched band border is reproduced on Page 3.

No. 19 THE HONEYWELL

The artist has displayed rare talent in combining this rich buff ground with a charming lily pattern for a boudoir or sewing room. Radiant warmth is glowingly expressed by the subtle touches of color applied to the flowers in a way that will assure a most alluring room.

A very decorative cut-out border to match is illustrated on Page 3.

No. 20 THE LA RUE

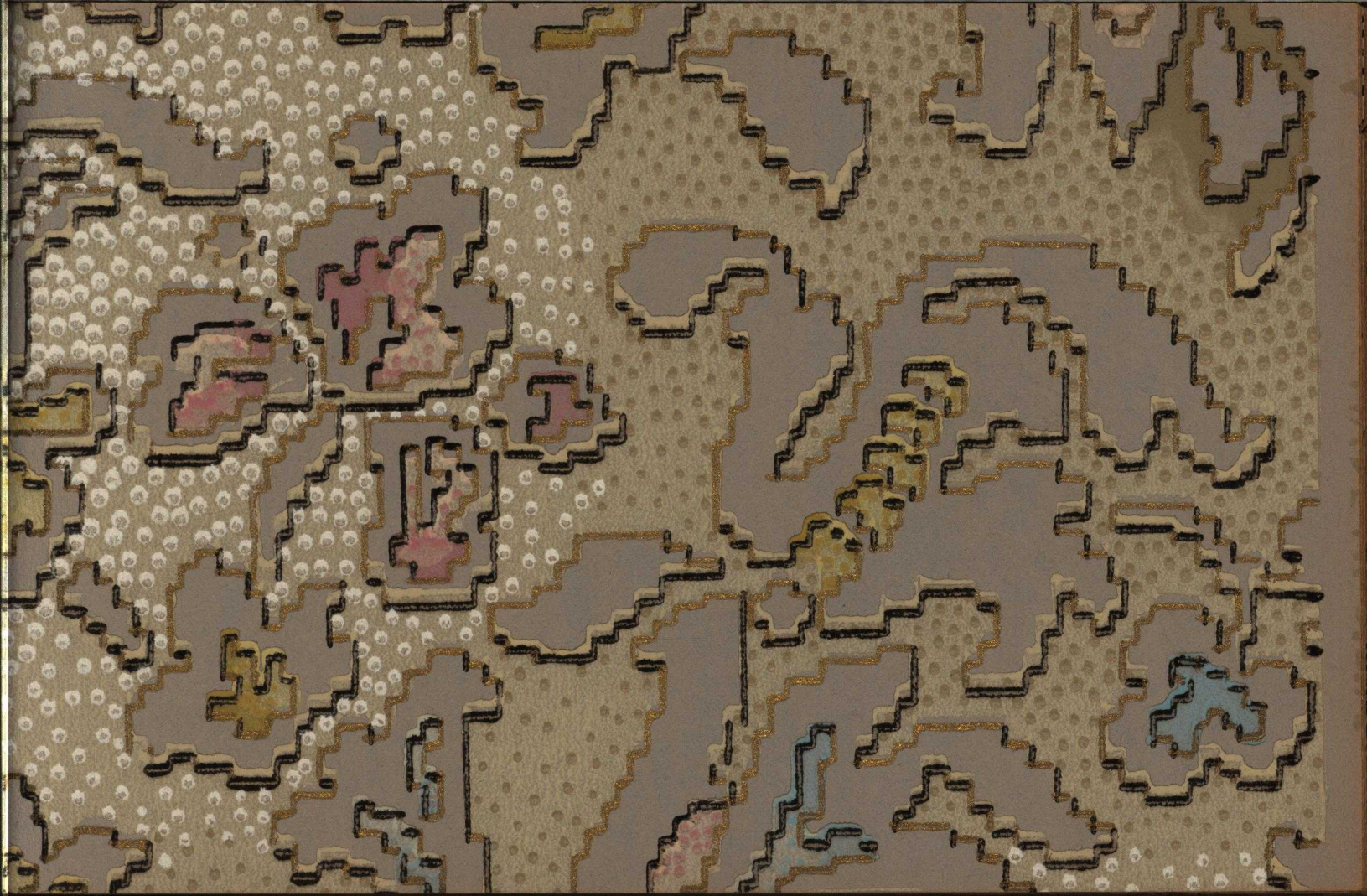
Tinted grounds have become the accepted vogue and when utilized with a semi-conventional pattern of this character, there is opportunity for unique color treatment which never fails to produce a decidedly amiable dining room, boys' room or combination living and sleeping room.

An effective band border to match is reproduced on Page 3.

No. 21 THE ALLENWOOD

The home atmosphere may be greatly enhanced by papering the halls or living room with this acceptable tapestry. The tones of grey, blue and rose are mildly subdued by the textile overprinting, with a faint suggestion of gold. A perfect paper to combine with ivory or white trim.

A foliage band border to match is illustrated on Page 3.



No. 22 THE BROCADE

A small hall or living room may be effectively decorated with this practical paper. The neutral ground and the quaint type-edged design in gold and black gives the impression of a raised pattern, which is deftly embellished by touches of rose, blue and yellow.

The band border to match is reproduced on Page 3.

No. 23 THE MARILYN

There is a refreshing tendency to introduce touches of color and gold into the home. A living room, sewing, or dining room would be superbly dressed with this handsome pattern. The superior quality of the materials employed will make it enduring while the crepe-de-chine embossing imparts an elegant texture to the paper.

Be sure to use the band border made to match, which is illustrated on Page 3.

No. 24 THE TAMPA

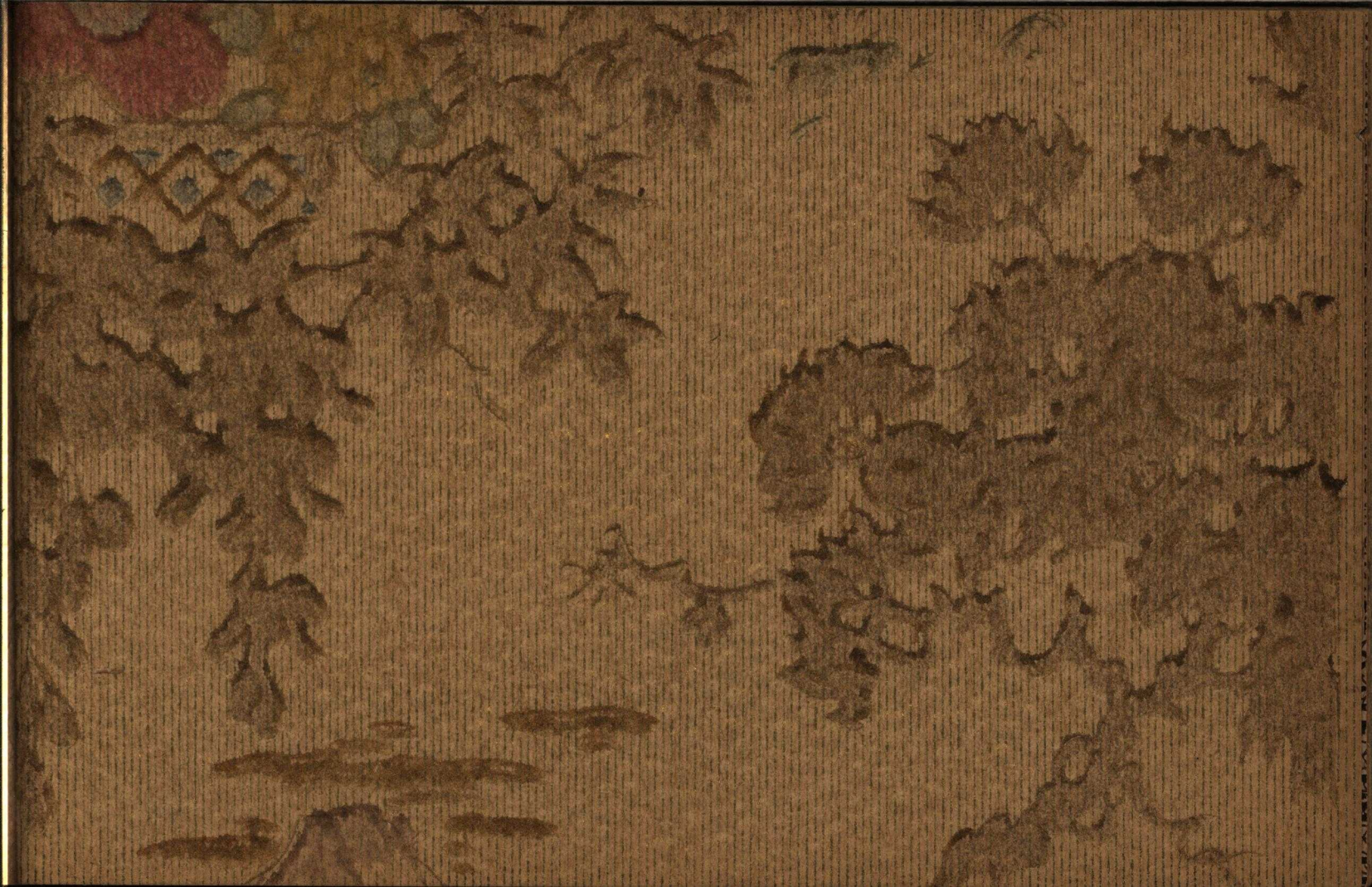
A fine opportunity is here provided to create a very unusual but decorative living-room, hall or dining room. The tropical vines with foliage in marked shades of burgundy, old blue and gold, printed on a vague blended background, will generously enhance the appearance of your room.

The panel border to match illustrated on Page 3 may be utilized as a band division, or as a narrow finish.

No. 25 THE BREWSTER

This stunning paper may be used with propriety for any room in the home. The predominant coloring of blue and russet offers a splendid opportunity for harmonious drapery alliance. Note the fine hair-line overprinting, which, with the embossing creates the impression of a textile.

The band border to match is reproduced on Page 3.



No. 26 THE SANTOY

A suggestion of the Orient is evident in this agreeable Japanese motif for living or dining room. The tranquil coloring of the design on the warm tan ground, and the fine gold pen-line overprint composes an air of luxury, and quiet refinement.

A very decorative narrow cut-out border to match is illustrated on Page 3.

No. 27 THE LORELEI

An exceedingly clever interior can be achieved with this unparalleled example of the artist's conception of a smart Wall Paper. Taupe is destined to become increasingly popular, and surely the pattern in vigorous, animated coloring will make a most appealing dining room, hall or solarium decoration.

The effective band border to match, reproduced on Page 3, will please you.

No. 28 THE BURNSIDE

There is tangible evidence that a distinct variation in foliage papers has been evolved in this meritorious pattern. The well covered design in wood tones, with gold highlights and netting overprint cannot be surpassed for producing a companionable wall.

Include the band border illustrated on Page 3 and suffer no regrets.

No. 29 THE EMERY

The silhouette style of Wall Paper appeals to many discriminating people. The subtile coloring of this particular number creates a pleasing background for pictures and furniture, and makes a homey room.

The band border to match and reproduced on Page 3, will please you.

No. 30 THE LINDBERGH

What a buoyant carefree atmosphere can be radiated in a home decorated with this inspirational paper. It possesses all the elements of joyous spirits in its beautiful coloring. The oak leaves in October hues, tinged with gold, laid on a wood-veneer ground, will be a source of pride and contentment.

The beautiful leafy band border to match, illustrated on Page 3, will add value as a finish.

No. 31 THE AURORA

A bath-room or kitchen covered with this innovation in varnished paper will be more than pleasing, and prove very enduring.

A band border matches.

No. 32 THE OLDBRIDGE

Blue bath rooms are always refreshingly clean and sanitary in appearance. This flowery tile carries a suggestion of adjoining bedroom patterns, and is a decided departure from the long used geometric design.

A band border is made to match.

No. 33 THE MELLOWMIST

A cool, soothing kitchen softens the disposition of any woman. The mild mist-enveloped twig pattern in soft grey and rose, will make a most desirable kitchen, or an attractive bath-room.

A band border made to match.

No. 34 THE ICETEX

The most popular bedroom ceiling paper made. Requires no matching and has a very effective sheen.

No. 35 THE SCRATCH

A fine independent ceiling paper. No matching necessary and most economical and clean.